

2-1-1 VIRGINIA MARKETING PLAN INITIATIVES 2007-2008



Virginia Department of Social Services, Division of Public Affairs, assists in statewide marketing of the 2-1-1 VIRGINIA program. The marketing vehicles and statistics identified for 2007-08 represent a multi-tiered approach to audience outreach and include:

Lamar Billboards:

Richmond, Norfolk, Hampton, Fredericksburg, Lynchburg, Roanoke, Staunton

Reaching 464,000 Virginians per day; Average 27 impressions in 4 months

Gateway Outdoor Advertising- Mass Transit:

Hampton Roads, Richmond and Roanoke

Richmond- 25 buses

Roanoke- 10 buses

Hampton Roads- 27 buses, with 50 interior signs

Monthly Gross Impressions:

Richmond 4,136,000 18+ impressions; Roanoke 1,025,000 18+ impressions

Shopping Mall Posters: Danville, Norfolk, Williamsburg, Richmond, McLean

Piedmont Mall, Danville: 5M visitors annually

Short Pump Town Center, Richmond: 12M visitors annually

MacArthur Center, Norfolk: 12M visitors annually

Prime Outlets, Williamsburg: 15M visitors annually

Newspaper Ads

Circulations- Daily

Richmond Times-Dispatch: 651,500

Virginian-Pilot: 198,000

Roanoke Times: 97,000

Lynchburg News & Advance: 38,000

Daily News Leader: 18,300

Kingsport Times News: 17,500

State Fair of Virginia

Sept. 27 – Oct. 7, 2007

In 2005, there were 247,457 total visitors – mostly families with children. Continuing this annual marketing event, VDSS will host a booth at the SFVA.

2-1-1 Logo/Link- State Agency Logo Carry

VDSS has asked other State agencies to carry the 2-1-1 VIRGINIA logo/link on their home pages. In addition, providers who are in the 2-1-1 database are also carrying the link.

State agency example: Department of Juvenile Justice <http://www.djj.virginia.gov/>

Internal and External Communications

VDSS Public Affairs continues to promote 2-1-1 VIRGINIA and its services through the inclusion of articles, press releases, and our 2-1-1 VIRGINIA newsletter “Connections,” as well as News & Views, the agency newsletter. Public Affairs will provide press releases and support for media opportunities as they are identified by the center directors and VDSS team.

Distribution of Promotional Items

VDSS will continue to provide the Information & Referral, 2-1-1 VIRGINIA directors with letterhead, envelopes, posters, and promotional items for giveaway.

2-1-1 VIRGINIA Web site

VDSS Public Affairs will continue to assist in the expansion, content development and functionality of the www.211virginia.org site.